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AMENDMENTS TO THE CLAIMS

1. (Currently Amended) A method comprising:

receiving a plurality of bids amount at a processor, each of the bids comprising a bid amount;

associating the received bids amount with [[a]] time or [[a]] location factors and storing the bids and associated time or location factors in a memory;

determining content to be for display[[ed]] based on the time or the location factors;

ranking the plurality of bids based on a comparison of the bid amounts using the processor;

ranking the selecting content for display on a user terminal based on the ranking of the bids. bid amount for subsequent display of the content in a rank pattern determined according to the rank of the content.

2. (Original) The method of claim 1, wherein the content is a set of products.

3. (Original) The method of claim 1, wherein the content is a set of sellers.

4. (Original) The method of claim 1, wherein time is one of a date, hour of day, and day of week.

5. (Previously Presented) The method of claim 1, further comprising:

determining an advertisement to be displayed based on a set of factors; and displaying the advertisement with the content.

6. (Original) The method of claim 1, further comprising:

obtaining a bid from a client through a web based interface.

7. (Original) The method of claim 1, further comprising:

displaying content that has a correlated location, the correlated location within a defined

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distance from a customer.

8. (Original) The method of claim 1, further comprising:

displaying content that has a correlated location that is a geographic region which a customer is within.

9. (Original) The method of claim 1, wherein the displaying of the content is through one of an interactive television system, web appliance, computer system and wireless device.

10. (Original) The method of claim 9, wherein the interactive television system utilizes a simplified navigation system.

11. (Currently Amended) A machine-readable medium that provides instructions, which when executed by a machine cause the machine to perform operations comprising:

receiving a plurality of bids amount at a processor, each of the bids comprising a bid amount;

associating the received bids amount with [[a]] time or [[a]] location factors and storing the bids and associated time or location factors in a memory;

determining content to be for display[[ed]] based on the time or the location factors;

ranking the plurality of bids based on a comparison of the bid amounts using the processor;

ranking the selecting content for display on a user terminal based on the ranking of the bids. bid amount for subsequent display of the content in a rank pattern determined according to the rank of the content.

12. (Original) The machine-readable medium of claim 11, wherein the content is a set of products.

13. (Original) The machine-readable medium of claim 11, wherein the content is a set of sellers.

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14. (Original) The machine-readable medium of claim 11, wherein time is one of a date, hour of day, and day of week.

15. (Original) The machine-readable medium of claim 11, which provides further instructions which when executed cause the machine to perform operations further comprising:

determining an advertisement to be displayed based on the set of factors; and

displaying the advertisement with the content.

16. (Previously Presented) The machine-readable medium of claim 11, which provides further instructions which when executed cause the machine to perform operations further comprising:

obtaining a bid from a client through a web based interface.

17. (Previously Presented) The machine-readable medium of claim 11, which provides further instructions which when executed cause the machine to perform operations further comprising:

displaying content that has a correlated location, the correlated location within a defined distance from a customer.

18. (Previously Presented) The machine-readable medium of claim 11, which provides further instructions which when executed cause the machine to perform operations further comprising:

displaying content that has a correlated location that is a geographic region which a customer is within.

19. (Previously Presented) The machine-readable medium of claim 11, which provides further instructions which when executed cause the machine to perform operations further comprising displaying of the content through one of a web appliance, computer system, wireless

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vice and interactive television system.

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20. (Original) The machine-readable medium of claim 19, wherein the interactive television system utilizes a simplified navigation system.

21. (Withdrawn) A method comprising:
displaying a set of navigation options through an interactive television channel;
ranking navigation options based on a one of merchant feedback and user feedback; and
arranging navigation options based on ranking.

22. (Withdrawn) The method of claim 21, further comprising:
determining a placement of a matrix layer of a navigation interface based on ranking.

23. (Previously presented) The method of claim 1, further comprising:
tracking user navigation for a pay by performance system.

24. (Previously presented) The method of claim 1, wherein ranking the content is part of a bid for placement system.

25. (Previously Presented) The method of claim 1, wherein the request for content is a key word search.

26. (Previously presented) The machine readable medium of claim 11, providing further instructions, which when executed by a machine cause the machine to perform operations comprising:
tracking user navigation for a pay for performance system.

27. (Previously presented) The machine readable medium of claim 11, wherein ranking the content is part of a hide for placement system.

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28. (Previously presented) The machine readable medium of claim 11, wherein the request for content is a key word search.

29. (Withdrawn) A method for automated content placement in a navigational hierarchy comprising:

receiving a bid for association of content with a keyword or category;

ranking the bid based on a comparison of the amount of the bid to a previously received bid associated with the keyword or category; and

determining a position for display of the content in the navigational hierarchy based on the ranking.

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